

Tenses, Prepositions, Word-building

I. Select the correct option

1. Large companies _____ advertising campaigns two or three times a year.

launched launch have launched

2. We _____ development of an innovative product.

have completed recently have recently completed

3. This offer is very _____ for small and medium-sized companies.

attractive attracted attract

4. Our manager knew how to attract customers but he didn't _____ them.

retained retain has retained

5. The _____ on the market is fierce.

compete competitive competition

6. It is always possible to make any necessary _____.

adjusted adjust adjustment

7. Oil prices _____ over the last two months.

doubled have doubled has doubled

8. There was a significant growth _____ semi-conductor production.

in of at

9. Our sales revenue peaked _____ \$ 5m last November.

of _____ in _____ at _____

II. Put the verbs in the correct form:

Dear boss

You _____ (**always/try**) to attract young and youngish consumers, and our consultants _____ (**always/come up**) with new ways to label them. I don't need to remind you that "millennials" and, increasingly, "GenZ" are the most important markets. Together they _____ (**make up**) a majority of the world's population and a third of America's. I'm here to tell you that much of what is written about marketing to today's most prized consumers is a myth.

Start with the idea that, glued to smartphones, Gen Z barely _____ (**notice**) the physical world and _____ (**follow**) the latest hype from Instagram or TikTok. It's true that the days of marketing chiefly through television, newspapers and magazines are long gone. Yet social media _____ (**not/just/change**) the ways in which people discover brands; it _____ (undermine) the power of marketing as a whole. Digital natives can fact-check our marketing claims and swipe left on our ads so it is getting harder to build brand loyalty. Online, talk is cheap and prices are readily Googled. Surveys _____ (**suggest**) that young Americans are among the most price-sensitive food shoppers. It _____ (**not/help**) that they _____ (**accumulate**) less wealth than earlier generations _____ (**have**) by the same age.

III. Fill the gaps with the correct prepositions if required:

1. I started my business _____ 2018.
2. We are going to launch a meeting _____ 10 am _____ Monday.
5. I can call you _____ the morning.
6. She likes to stay at home _____ a cold evening.
7. They are coming home _____ Christmas.
8. Our competitors did not succeed _____ last year.
9. Their advertising campaign will start _____ December.
10. They have contacted us _____ this week.

IV. Put the words in brackets in the correct form or select the correct option:

Great manager

In 1999, Nissan _____ (**be**) near bankruptcy. Renault _____ (**buy**) almost 40% percent stake in the Japanese carmaker for 5 billion euros. Carlos Ghosn, then second-in-command at Renault and dubbed “Le Cost Killer”, _____ (**be send**) to Tokyo to turn Nissan around.

Ghosn _____ (**cut**) more than 20,000 jobs, _____ (**stop**) producing unprofitable car models and shutting down plants. Nissan _____ (**return**) swiftly to profit and the young CEO _____ (**become**) an industry icon, unleashing a wave of “Ghosn mania” in Japan.

On / In 2002, Renault raised its controlling stake **at / by** 44.4 percent, while Nissan took a 15 percent stake in Renault - stripped of voting rights.

Ghosn returned to Renault **for / in** 2005 as chief executive, and also remained at the helm of Nissan. But with time his management style _____(**change**).

“Carlos Ghosn was, **from / at** 1999 **to / in** about 2005, a much **more collaborative boss / most collaborative** boss,” says Patrick Pélata, a former chief operating officer at Renault, who _____(**left**) the company **in / at** 2012. “But he **hugely / huge** changed as a boss over the years . He became **more/ most autocratic** and told people he _____ (**not/want**) to see problems.” People familiar with Ghosn’s thinking insist he was not overwhelmed by the four roles he played: chairman of Nissan and Mitsubishi, CEO of Renault and head of the alliance. They add that his change in management style _____(**be**) driven by necessity and time constraints rather than a fundamental shift in management philosophy or approach.